

MINUTES OF THE
MAG MANAGEMENT COMMITTEE MEETING
October 12, 2005
MAG Office Building - Saguaro Room
Phoenix, Arizona

MEMBERS ATTENDING

Mike Hutchinson, Mesa, Chair	Tom Martinsen, Paradise Valley
Ed Beasley, Glendale, Vice Chair	Prisila Ferreira for Terry Ellis, Peoria
# George Hoffman, Apache Junction	Frank Fairbanks, Phoenix
Charlie McClendon, Avondale	Mark Young for Cynthia Seelhammer,
Carroll Reynolds, Buckeye	Queen Creek
Jon Pearson, Carefree	* Bryan Meyers, Salt River
Usama Abujbarah, Cave Creek	Pima-Maricopa Indian Community
Mark Pentz, Chandler	Jan Dolan, Scottsdale
B.J. Cornwall, El Mirage	Jim Rumpeltes, Surprise
Alfonso Rodriguez for Orlando Moreno,	Amber Wakeman for Will Manley, Tempe
Fort McDowell Yavapai Nation	* Reyes Medrano, Tolleson
# Tim Pickering, Fountain Hills	Shane Dille, Wickenburg
# Lynn Farmer, Gila Bend	* Mark Fooks, Youngtown
Urban Giff, Gila River Indian Community	Andy Smith for Victor Mendez, ADOT
George Pettit, Gilbert	Mike Ellegood for David Smith, Maricopa
Stephen Cleveland, Goodyear	County
Mark Johnson, Guadalupe	David Boggs, Valley Metro/RPTA
Darryl Crossman, Litchfield Park	

* Those members neither present nor represented by proxy.

Participated by telephone conference call.

+ Participated by videoconference call.

1. Call to Order

The meeting was called to order by Chair Mike Hutchinson at 12:11 p.m.

2. Pledge of Allegiance

The Pledge of Allegiance was recited.

Chair Hutchinson announced that George Hoffman, Tim Pickering and Lynn Farmer were attending via teleconference and Al Tupek from the U.S. Census Bureau was attending via videoconference. Chair Hutchinson stated that transit tickets were available from Valley Metro/RPTA for those using transit to come to the meeting. Parking validation was available from MAG staff for those who parked in the parking garage. Chair Hutchinson stated that materials for agenda item #5G, 5H, 10 and 11 were at each member's place.

3. Call to the Audience

Chair Hutchinson stated that Call to the Audience provides an opportunity to the public to address the Management Committee on items that are not on the agenda that are within the jurisdiction of MAG, or non-action agenda items that are on the agenda for discussion or information only. Chair Hutchinson noted that those wishing to comment on agenda items posted for action will be provided the opportunity at the time the item is heard. Public comments have a three minute time limit and there is a timer to help the public with their presentations. Chair Hutchinson stated that for members of the audience who wish to speak, comment cards were available from the staff.

Chair Hutchinson recognized public comment from Dianne Barker, who announced that she arrived at the meeting via bus and her folding bicycle. She thanked the Committee for the transit tickets. Ms. Barker mentioned she was asked if that type of bicycle was safe and she replied that it is as safe as any other mode of transportation as long as road rules are followed and helmets are worn. Being a proponent of many different modes, Ms. Barker is interested in seeing the system of all the components fit together. She explained that in the past, Mr. Blue Crowley stated that all of the infrastructure should be considered in the beginning. Ms. Barker feels this would help in the future and there would not be a need to tear out. Ms. Barker stated there will be new vehicles for the light rail and hopes that one will be out at the airport. She suggested that a rail system go right into the airport. Ms. Barker understands they are heavy and secure enough to be on an elevated system. She reminded the Committee of several upcoming meetings in October. Ms. Barker wished the Committee good luck on their transportation plans. Chair Hutchinson thanked Ms. Barker for her comments.

Chair Hutchinson recognized public comment from William 'Blue' Crowley and announced that an extra minute was granted to Mr. Crowley, per his request. Mr. Crowley stated that he was blind-sided at the MAG Manager's meeting when Mr. Fairbanks announced that the light rail station was going to be at 25th Avenue and Rose Mofford. Mr. Crowley noted that when he asked Mr. Simonetta, CEO of Valley Metro Rail, how much it would cost, he was told \$300 million. Mr. Crowley commented that the light rail was supposed to go to the transit center that is already at Metro Center. He stated \$15 million was spent on passenger facilities, an upgrade of 469 percent, which covered parking spaces, 185 of which are at Metro Center. Mr. Crowley asked if that meant the pockets of one of the CTOC members were filled because he is a member of the WestMarc board? Mr. Crowley stated that he just found out that when a bus says "on time performance," that it really means six minutes late. He understands there needs to be some flexibility, but he would go for three minutes maximum. Mr. Crowley commented that when he attends public meetings he does not want to waste anyone's time and in return, he does not want his time wasted. Mr. Crowley suggested that public input at CTOC, Board of Supervisors and other public meetings or committees should all be included in the three phases of the Input Opportunity process.

Mr. Crowley informed the Committee that he is homeless and when he asked how he should be counted for the 2005 Census, he was told that he needed to be out in the street between midnight and 5:00 am in order to be counted. Mr. Crowley feels this is unacceptable and that it has been 25 years since it has been done correctly. Mr. Crowley gave a thumbs up to the Domestic Violence Awareness Month. He stated that he was beaten in first and second grade for being

left handed. Mr. Crowley feels that people are not punching bags and need to respect one another. He went on to announce that he did not attend the Early Phase Stakeholders meeting, which he admitted was his fault since he did not check his post office box until after the meeting was held. He was surprised to find out that the early phase was already completed. Mr. Crowley stated that when he and Ms. Barker attend and provide public comment at RPTA, CTOC and other public meetings, he would like to see those comments included in the report. Chair Hutchinson thanked Mr. Crowley for his comments.

4. Executive Director's Report

Dennis Smith reported the League of Cities and Towns held their annual conference last week. At the conference a presentation was given on MAG 2050 growth. Mr. Smith explained the scenario demonstrated how the state would grow by the year 2050. He stated the presentation has been shown more than 25 times to various groups. Mr. Smith thanked Rita Walton, Anubhav Bagley, Mark Roberts, Tom Remes, Kelly Taft and Gordon Tyus for all their effort with this project. Mr. Smith explained that at the next Executive Committee they will discuss having a statewide dialogue on growth with all of the planning agencies in the state and focus on issues that need to be addressed. He stated that the planning agencies that are performing the data collection need to come together at least once a year.

Mr. Smith reported on the Library District Stakeholders Group recommendations. Mr. Smith explained that the reciprocal borrowing agreement was going to be improved to \$24.50 and the IGAs should be out to the cities and towns later this month.

Mr. Smith reported that for the seventh consecutive year, MAG received the Government Finance Officers Association (GFOA) award for the Comprehensive Annual Finance Report (CAFR). He thanked Rebecca Kimbrough, Fiscal Services Manager, and her staff for their effort.

Chair Hutchinson thanked Mr. Smith for his report. Mr. Dille asked if the MAG 2050 Growth presentation was available on the MAG Web site. Mr. Smith responded that there is a presentation on the Web site but it may not be the exact presentation that was shown at the League meeting. Mr. Smith stated that he will provide Mr. Dille with a CD of the actual presentation. No further questions were noted.

5. Approval of Consent Agenda

Chair Hutchinson stated that public comment would be heard before action was taken on the consent items. Each speaker is provided with a total of three minutes to comment on the consent agenda. After hearing public comments, any member of the Committee can request that an item be removed from the consent agenda and considered individually. Chair Hutchinson stated that agenda items #5A, #5B, #5C, #5D, #5E, #5F, #5G, and #5H were on the consent agenda.

Chair Hutchinson recognized public comment from Mr. Crowley, who thought it was fascinating that he could not speak on anything that is informal unless he puts it in public comment. He stated that the only thing he can comment on is action and there are 13 action items and only three minutes to address them. Mr. Crowley asked the Committee to turn to page 17 on the

Transportation Safety Report. He stated that he needs his “paint as a weapon” and do it right in the first place. He explained that he rode to the meeting from Central and Camelback. Mr. Crowley stated that page 17 of the Transportation Safety Report reflected bicycle accidents which occurred between 5:00 p.m. and 8:00 p.m. He wanted to know why more accidents occurred around 7:00 p.m. and why Wednesday was the worst day for accidents. Mr. Crowley stated that pedestrian and bicycle safety are of major importance to him because when he is not on the bus, he is a street walker. He feels more education would help drivers realize that bicyclists have a right to share the road. Mr. Crowley would like to see paint used as a weapon on cross walks, bike lanes and all major and minor arterials. He explained that if it is good enough for a car, it should be good enough for a bicycle. He stated that \$600 million was spent on the rail this past year and he wanted to know where the rest of the money was going. Chair Hutchinson thanked Mr. Crowley for his comments.

Chair Hutchinson asked members if there was discussion on any of the consent agenda items. Hearing none, he called for a motion. Mr. Pettit moved to recommend approval of consent agenda items #5A, #5B, #5C, #5D, #5E, #5F, #5G, and #5H. Mr. Dille seconded, and the motion carried unanimously.

5A. Approval of September 7, 2005 Meeting Minutes

The Management Committee, by consent, approved the September 7, 2005 meeting minutes.

5B. Amendment to the FY 2006 MAG Unified Planning Work Program and Annual Budget to Include the Interstate 10-Hassayampa Valley Roadway Framework Study

The Management Committee, by consent, recommended amending the FY 2006 MAG Unified Planning Work Program and Annual Budget to include the Interstate 10-Hassayampa Valley Regional Framework Study for an amount of \$500,000, with approximately \$110,000 provided by MAG using contingency funds. A regional study is being requested to preserve and protect Interstate 10 in the Western Maricopa County generally west of the White Tank Mountains/Hassayampa Valley. Several agencies would participate financially in the study, including ADOT, MAG, Maricopa County and the Town of Buckeye and City of Surprise. The purpose of the study is to develop a roadway framework plan for connections to the Interstate and other regional roadways, including US-60/Grand Avenue, SR-85, Bell Road, and SR-303L/Estrella Freeway. Given the regional nature of this project, MAG would serve as the lead agency. The project is preliminarily estimated to cost \$500,000. MAG’s portion (approximately \$110,000) for the project would come from MAG’s contingency funds.

5C. Amendment to the FY 2006 MAG Unified Planning Work Program and Annual Budget to Accept Federal Transit Administration and Federal Highway Administration Funds

The Management Committee, by consent, recommended approval of an amendment to the FY 2006 MAG Unified Planning Work Program and Annual Budget for the award of FY 2005 FTA planning funds and FY 2006 FHWA planning related funds. Each year, MAG prepares a Unified Planning Work Program and Annual Budget that lists anticipated revenues for the coming year. Recently the Arizona Department of Transportation provided the official amount of FY 2005 Federal Transit Administration funds and FY 2006 Federal Highway Administration

Planning (PL) funds and State Planning and Research (SPR) funds. (1) The amount of FTA planning funds is \$906,619; (2) The amount of FHWA PL funds is \$4,351,576; and, (3) The amount of FHWA SPR funds is \$750,000. An amendment to the FY 2006 MAG Unified Planning Work Program and Annual Budget is needed to include these funds.

5D. Representation by Valley Metro Rail on the MAG Transportation Review Committee

The Management Committee, by consent, recommended adding a representative of Valley Metro Rail to serve on the Transportation Review Committee pending a recommendation from the Valley Metro Rail Management Committee on October 7, 2005. On March 16, 1994, the MAG Management Committee recommended restructuring the transportation decision-making process by creating the MAG Transportation Review Committee (TRC). The TRC provides input to the Management Committee regarding the Transportation Improvement Program, including the closeout of MAG federal funds. Members of the TRC include representatives from MAG member agencies, Arizona Department of Transportation (ADOT) and the Regional Public Transportation Authority (RPTA). Valley Metro Rail is requesting representation on the TRC. The Valley Metro Rail Management Committee recommended that a representative be added to the Transportation Review Committee.

5E. Approval of the Proposed Phase 6 Rubberized Asphalt Project – Loop 202 from Van Buren Street to Alma School Road

The Management Committee, by consent, recommended approval of the proposed Phase 6 Rubberized Asphalt project, 6.5 miles on the section of Loop 202 from Van Buren Street to Alma School Road for an estimated \$9.5 million. The Arizona Department of Transportation (ADOT) has requested that a portion of the rubberized asphalt program be considered in order to meet the Spring 2006 construction schedule. The proposed Phase 6 Rubberized Asphalt project is 6.5 miles on the section of Loop 202 from Van Buren Street to Alma School Road for estimated cost of \$9.5 million. This Phase 6 project is only a portion of the projects that will be funded with \$75 million programmed in the Regional Transportation Plan (RTP) for freeway noise mitigation. The Transportation Policy Committee (TPC) established the TPC Freeway Maintenance/Noise Mitigation Subcommittee to work with ADOT to make recommendations to the TPC and Regional Council on the phasing of the remaining freeway segments to receive rubberized asphalt. It is anticipated that the Subcommittee will be considering a recommendation of the Phase 6 segment and will start discussions on future phasing of projects at its October meeting.

5F. MAG Strategic Transportation Safety Plan

The Management Committee, by consent, recommended approval of the MAG Strategic Transportation Safety Plan. In January 2004, the Regional Council approved the formation of a technical advisory committee for Transportation Safety. The first goal of the new committee was to finalize the Draft Safety Action Plan. The draft document was further improved with new input and was renamed as the MAG Strategic Transportation Safety Plan. On September 20, 2005, the Transportation Safety Committee recommended approval of the draft Plan. The Plan is closely aligned with the objectives of the Governor's Traffic Safety Advisory Council Transportation Safety Plan. It is anticipated that the federal transportation law (SAFETEA-LU)

will provide more resources for transportation safety improvements. The Transportation Review Committee recommended approval of the Plan.

5G. Recommendation of Prioritized List of Proposed PM-10 Certified Street Sweeper Projects for FY 2006 CMAQ Funding

The Management Committee, by consent, recommended approval of a prioritized list of proposed PM-10 certified street sweeper projects for FY 2006 CMAQ funding and retain the prioritized list for any additional FY 2006 CMAQ funds that may become available due to year-end closeout, including any redistributed obligation authority, or additional funding received by this region. The FY 2006 MAG Unified Planning Work Program and Annual Budget and the FY 2006-2010 MAG Transportation Improvement Program contain \$960,000 in Congestion Mitigation and Air Quality (CMAQ) funding for the purchase of PM-10 certified street sweepers. PM-10 certified street sweeper projects were solicited from member agencies in the Maricopa County PM-10 nonattainment area and 15 applications requesting \$2.48 million in federal funds were received. On October 6, 2005, the MAG Air Quality Technical Advisory Committee recommended a prioritized list of proposed PM-10 certified street sweeper projects for FY 2006 CMAQ funding.

5H. Consultant Selection for Digital Aerial Photography

The Management Committee, by consent, recommended approval of Air Photo USA to provide digital aerial photography not to exceed \$75,000. In May 2005, the MAG Regional Council approved the FY 2006 Unified Planning Work Program and Annual Budget, which included \$75,000 for digital aerial photography. As in past years, this photography has been made available at no charge to MAG member agencies for planning purposes. On September 11, 2005, MAG advertised a Request for Proposals for consulting firms to provide these services. Three proposals were received from Aerials Express, Digital Mapping, Inc., and Air Photo USA.

6. FY 2006 MAG Early Phase Input Opportunity Report

Mr. Stephens reported that the Early Phase of the Input Opportunity Report is one part of MAG's four-phase public involvement process which was adopted in 1994 and enhanced in 1998. He explained the Early Phase allows for early input into the planning and programming process prior to the consideration of a Draft TIP or Plan update. Mr. Stephens went on to report the FY 2006 Early Phase included an Early Phase Transportation Stakeholders Open House and Meeting, Transportation Fair, and a number of other special events held in cooperation with ADOT, Valley Metro and Valley Metro Rail.

Mr. Stephens reported that some of the input received during this phase was that the public would like bathrooms and showers at every mile along the transit system, an elevated rail should go along the canals and Buckeye Road should become the new Grand Avenue. No questions or comments were noted.

7. Approval of the Arterial Life Cycle Program (ALCP)

Chair Hutchinson recognized public comment from Mr. Crowley, who stated that 65 percent of the county lies to the west of the Loop 303 and the upper north section in Max Wilson's area will become actively settled. He commented that in the new maps, the private land is not shown as it was back in 1995. He stated that he would like private land shown on the maps. Mr. Crowley commented that with streets being what they are, he would like to see pedestrian, bicycle, and transit in the Life Cycle Program. Mr. Crowley stated that it is not his place to make the decisions, but his money is being used to make those decisions. Mr. Crowley would like to know how Vulture Mine Road and the Canamex area will be taken care of. Mr. Crowley asked the Committee to get the roads done right and get more funding. Chair Hutchinson thanked Mr. Crowley for his comments.

Chair Hutchinson then asked the members if they felt they needed a presentation on the Arterial Life Cycle Program or if they were ready for action. Mr. McClendon moved to recommend the approval of the Arterial Life Cycle Program. Mr. Pearson seconded the motion. For the record Ms. Dolan stated that the City of Scottsdale is in support of the motion but wanted to reiterate that the cash flow of this program be very carefully monitored. A vote was taken and the motion passed unanimously.

8. Unified Regional Logo for Regional Transportation Plan Projects

On behalf of the RTP Communication Partners Group, Ms. Taft discussed their ideas for a unified public outreach program that incorporates a regional branding strategy. Ms. Taft explained the RTP Partners consists of top level administrators for ADOT, MAG, Valley Metro and Valley Metro Rail. For the past five years the RTP Partners have repeatedly joined forces to host joint public involvement events. Ms. Taft noted that they discovered having representatives from each agency all in one place significantly helped in providing seamless information across all modes to the public.

Ms. Taft explained that branding is more than a logo, it also helps to determine what a customer remembers about a company. She stated that a brand is who they are, an image, an identity. Ms. Taft noted that it also is about promises companies make to their customers and their relationship with them. Ms. Taft explained that having a single unified regional brand will help communicate the progress of the Regional Transportation Plan and serve as a visual reminder to voters that the half cent sales tax is in fact building the projects as promised. The brand will help keep the plan in front of voters. Ms. Taft went on to explain that as part of the branding process the communications partners group is planning to develop a comprehensive communications strategy that will involve many different types of outreach. The strategy will include objectives and goals that they would like to meet through their outreach. Ms. Taft reported that they wanted to create a unified logo and tagline that transcend all modes. Ms. Taft explained that a lesson learned from Proposition 300 was that voters did not really understand what projects were being built with their sales tax dollars and did not understand what progress was being made as that plan was implemented. Ms. Taft explained that their primary goal was to help the public be aware of the projects that are being built through Proposition 400 funding and inform the public about the plan throughout its implementation.

Ms. Taft explained the three elements of effective communications, which also apply to an effective logo; simplicity, relevance and repetition. She explained that Valley Metro and MAG graphic artists submitted potential graphic ideas and the communication team narrowed it down to three potential logos. The team unanimously agreed on the overall brand “On the Move” because they felt that it was a dynamic evolution from the “Let’s Keep Moving” tag line of the RTP. Ms. Taft explained that three sub tagline options were developed and designed to identify the brand as a regionally cooperative effort. The partners then took the logos and taglines out to a number of public and community events and asked residents to choose by ballot which ones they liked best. Ms. Taft reported the favorite logo depicted three images of the modes and the favorite tagline was “Partners in Progress.” Ms. Taft explained the logo could be used on construction and project signs and other printed materials. No questions were noted.

Mr. Crowley pointed out that the logo is not multimodal. He asked why a bike rack was not on the bus. He noted that a sidewalk or a bike lane was not even included in the logo. Mr. Crowley feels that it does not show cooperation. He stated that if pedestrians or bicyclists are not even included in the logo, how are they even being considered.

Chair Hutchinson asked members if there was discussion on the agenda item. Hearing none, he called for a motion. Mr. Pettit moved to recommend approval of the Unified Regional Logo for Regional Transportation Plan Projects. Ms. Ferreira seconded, and the motion carried unanimously.

9. Update on Critical Issues with the Maricopa County Dust Control Program

Ms. Bauer announced that Maricopa County made major progress since the September Management Committee meeting. She stated that of the 24 vacancies only 10 vacancies are left to be filled. Ms. Bauer reported that on September 30, 2005 the Board of Supervisors authorized the funding for the remaining 10 positions which should be posted shortly. In addition, Ms. Bauer reported that Maricopa County expedited their market study to review the positions and the salaries for the dust control inspectors and the air quality department. Ms. Bauer added that the study will now be completed by November 30, 2005. Ms. Bauer thanked the County for their efforts in the dust control program. No questions or comments were noted.

10. Workforce Housing Task Force Draft Resolution

Mr. Smith stated that Mr. Gregg Holmes from the Stardust Foundation addressed the Regional Council Executive Committee on October 18, 2004 requesting that MAG share their data and to come before MAG committees and present information from the study. This was approved by the Regional Council approximately one year ago. At the September Management Committee meeting, Mr. Holmes provided the preliminary findings and indicated that in January or February the study would be finalized. He then wanted to obtain input from the Management Committee at that time. Mr. Smith explained the study then went on to the Regional Council, where Mr. Holmes explained they had broad support from the community. Mr. Holmes presented an action plan to increase the supply of housing for the workforce in the MAG Region. At the request of the Regional Council, a draft resolution was to be prepared to indicate support by the MAG member agencies to address the workforce housing issue. Mr. Smith indicated that many of the member agencies’ Mayors spoke in favor of doing something. It was very apparent

that all of the cities are growing differently and one size does not fit all. Mr. Smith stated that they were directed to develop a resolution that was straightforward and generic. He commented that in the document that was distributed to the Management Committee, the findings were indicated in the whereas statements of the resolution. Mr. Smith explained MAG will continue collaboration with the Task Force and share best practices. Mr. Smith indicated that if legislation was going to be looked at, the cities wanted to be at the table and be involved. He stated this was also put into the resolution. Mr. Smith explained this does not mean MAG will be supporting legislation, it means they want to be at the table to discuss it. Mr. Smith thought it would be best to present the resolution to the Management Committee at this time so that if there were any issues, they could be reviewed. Mr. Smith would like to present the resolution at the November Management Committee meeting and then the December Regional Council meeting.

Mr. Jack Lunsford, President and CEO of WestMarc as well as a member of the Workforce Housing Task Force wanted to thank Mr. Smith and staff for meeting the request that was given at the Regional Council meeting. Mr. Lunsford stated the Task Force would like to move forward without anyone feeling that it was encumbering their communities in any way. He explained the Task Force has an objective to try to finish its work by the end of this calendar year. Mr. Lunsford feels moving forward would coincide with that and reinforce the work that the Task Force has undertaken. He stated that Mr. Holmes and the Task Force were committed to working closely with the communities. No further discussion or questions were noted.

Mr. Fairbanks moved to conceptually approve the resolution and forward it to the Regional Council and that MAG staff work with member agencies to make any wording or verbiage changes that do not substantially change the resolution but improve its communication. The motion was seconded by Mr. McClendon.

Mr. Pettit stated that one of the troubling aspects of the resolution in the underlying challenge that continues to be in both the assumptions of the study as well as the conclusions that are drawn is the role of the private sector in terms of what is happening with the cost of housing. Mr. Pettit asked what is the role of the private sector when it comes to driving the price of housing. Mr. Pettit stated the answer he received was that it really is not a factor. Mr. Pettit feels that in Gilbert it is a factor. The affordable housing that Gilbert, as well as East of Gilbert put together, with improved density as an incentive to try to improve the affordability of housing, resulted in average market prices of \$230,000. Mr. Pettit believes that this is totally outside of our control. He stated that this is the frustration that he has with this, although he appreciates all the hard work that has been put into it. He feels this is not our ownership and responsibility and density is not a practical experience in his mind right now.

Ms. Dolan echoed some of what Mr. Pettit stated. She stated in her experience in a previous position it does take a great deal of cooperation and effort by the private sector. Ms. Dolan feels that government-driven is not necessarily the answer to this issue. She stated that whatever happens in the Valley, the private sector will have to contribute a great deal. Ms. Dolan believes this is a policy issue. She appreciates the Regional Council asking for their input, but from her perspective this is really a policy issue and not a management issue.

A vote was taken with Mr. Pettit opposing and Mr. Young, Ms. Dolan, Mr. Dille and Mr. Giff abstaining. The motion passed.

11. Domestic Violence Awareness Month Activities

Commander Kim Humphrey, City of Phoenix Police Department and Vice Chair of the MAG Regional Domestic Violence Council, provided a summary of recent domestic violence findings and upcoming activities. Commander Humphrey reminded the members that October is Domestic Violence Awareness Month, which has given the Domestic Violence Council the opportunity to reach out to the community. Commander Humphrey stated that MAG kicked off the month with a very successful press conference with outstanding coverage. He stated the Council has marked its fifth year anniversary in 2004 and to ensure that the Council was doing all that it could do and was still in step with the community, the Council and MAG staff conducted seven focus groups with domestic violence survivors over the summer. Commander Humphrey stated that the information provided from the focus groups will help with providing a background for the direction of the Council and will be included in the Domestic Violence chapter of the Regional Human Services plan for 2006.

Commander Humphrey expressed that the Council also had the opportunity to partner with the Morrison Institute for Public Policy to conduct a public opinion survey on the issue of domestic violence. He stated that it was conducted in May of 2005, with 600 households responding from throughout Maricopa County. The survey found that 72 percent of valley residents consider domestic violence to be a major problem in Maricopa County and 40 percent say they or someone they know have been the victim of domestic violence. Commander Humphrey stated the results continue to show that it is a critically important regional issue for everyone. Commander Humphrey explained that the maps, which were created by MAG GIS and Victims Services Subcommittee, reflect the general locations of all nine domestic violence shelters. He expressed that the Domestic Violence Council recognizes that as they plan for increased need for domestic violence services as a result of the explosion of the population growth in the Valley, they need to keep issues like public transit and location of employment centers in mind when they expand or locate new domestic violence shelters. The maps reinforce how important it is for the cities to work together. Commander Humphrey stated that in this area where the cities and towns are close together, it is entirely possible for a victim of domestic violence to live in one city, work in another city, the perpetrator lives somewhere else and yet if the response is not consistent then the victims find it difficult to get meaningful assistance. Commander Humphrey announced that domestic violence is still a problem for this county. He stated in 2004 there were more than 20,000 domestic violence related reports filed by local law enforcement agencies. He feels that with that figure in mind the most important next step for the Council will be to develop an economic case statement to show the cost that municipalities are incurring in responding to these emergency domestic violence cases.

Commander Humphrey went on to explain the Health Cares About Family Violence Subcommittee recently developed a domestic violence training curriculum for nursing students. He explained that they are working on implementing the curriculum at the nursing schools throughout the Valley. Commander Humphrey expressed that in the next few months the Council will also have a domestic violence shelter capacity paper. He explained the purpose of this project will be to demonstrate the number of calls for shelter that are received in a given

month along with the number of beds that would be needed to adequately meet current level of existing need for shelter. Commander Humphrey announced that the Council will also be holding a strategic planning meeting on November 1, 2005 at the Flinn Foundation.

Chair Hutchinson thanked the Domestic Violence Council and staff for all their hard work and effort on this very important issue. No further comments were noted.

12. Status Report on 2005 Census Survey

Ms. Pahl introduced Al Tupek, the Acting Associate Director for Demographic Programs at the U.S. Census Bureau. Mr. Tupek addressed the members of the Committee by thanking them for including him in the meeting. He stated that some of their customers work closely with them and some are more hands off. Mr. Tupek has found that when a sponsor is engaged on an ongoing basis that it is easier to get the survey done correctly and meet the requirements. Mr. Tupek confirmed this is the case with the 2005 Census Survey. He added that because of the ongoing interactions, decisions are made early on and people are well informed. Mr. Tupek stated that the Census Bureau's goal is to make sure they provide a high quality product on time for the budgeted agreement. He confirmed that they are currently on track. He explained that with every census there are always surprises. Mr. Tupek stated that with some of their assumptions they had underestimated costs and some assumptions they had overestimated cost.

Mr. Tupek reported they are in the midst of data collection and they are starting to make telephone calls to those that have not responded by mail. He confirmed that personal visits began as well. Mr. Tupek feels that the publicity effort has helped the mail response rate. He would like to see the publicity continue throughout the personal visit stage. Mr. Tupek introduced Dawn Nelson from the Census Bureau who is the Project Manager for the 2005 Census Survey. He said she is also available to answer any questions the Committee may have.

Ms. Pahl provided a presentation on the 2005 Census Survey timeline. Ms. Pahl explained that the full count of population, group quarters and outdoor locations is complete and the return of the mail questionnaire is nearing completion. The census enumerators are now focusing on the follow-up activities. Ms. Pahl stated that the telephone follow-up began October 6, 2005, with completion scheduled for November 6, 2005. Additionally, personal visits began in September and will be complete by the beginning of December. Ms. Pahl confirmed the survey results will be received by each community in the Spring of 2006.

Ms. Pahl reported the Census Bureau is aiming for fifty percent of surveys to be completed and returned via mail. She explained there were a number of questionnaires that were returned due to a unit being vacant, bad address or did not have a mail receptacle. Ms. Pahl reported the Census Bureau classifies those returns as UAA, which stands for undeliverable as addressed. Of those, the Census Bureau estimates that one third are vacant and the vacant units will not receive visits. Ms. Pahl explained the Census Bureau will visit a sub sample of the other UAAs and the households that did not respond via mail or telephone. Ms. Pahl reported the Census Bureau is confident they will stay within their budgeted amount.

Ms. Pahl explained that there was a comprehensive advertising and public outreach strategy that was created in order to obtain the fifty percent response rate to the mail questionnaire. She

stated recent Valleywide efforts included a press conference at MAG on September 16, 2005 where Mr. Charles Kincannon, Director of the Census Bureau, spoke on the progress of the 2005 Census Survey.

Mr. Fairbanks stated that he was glad to see that everyone was carefully watching the budget, but wanted to share the perspective that it is more important that the Census Survey be done right than make the budget estimate. He explained that the City of Phoenix is spending a lot of money to get it right and will continue to spend a lot of money to get it right. Mr. Fairbanks believes that it is a little bit penny-wise and pound foolish to cut necessary actions that might deter from an accurate count. He understands that has not been done, but wanted to make it perfectly clear that as far as the City of Phoenix is concerned what is most important is getting a good count.

There being no further questions or comments, Chair Hutchinson thanked Mr. Tupek for attending the meeting.

13. Comments from the Committee

An opportunity will be provided for Management Committee members to present a brief summary of current events. The Management Committee is not allowed to propose, discuss, deliberate or take action at the meeting on any matter in the summary, unless the specific matter is properly noticed for legal action. Mr. Dille introduced Mr. Miles Johnson as the new Town Planner for the Town of Wickenburg. Mr. Dille also thanked the Cities of Goodyear and Peoria as well as the Town of Queen Creek for their assistance in the selection process.

Chair Hutchinson announced that at the next Management Committee meeting on November 9, 2005 there will be an election. Vice Chair Beasley will become the new Chair of the Management Committee and that members from the East Valley will need to work together to nominate a new candidate as Vice Chair. No further comments from the Committee were noted.

There being no further business, the meeting adjourned at 1:17 p.m.

Chairman

Secretary